

## upfront – Food and Beverage Sales Skills

Food and Beverage Sales Skills is aimed at waiting and supervisory staff in the restaurant, bar, lounge and room service departments. Maximum group training numbers are sixteen delegates each day, with a minimum of six.

The **Food and Beverage Sales Skills** course is split into 6 sessions:

*Introduction* – gives an overview of Upfront! Training and outlines the overall objective for the day, which is that delegates will learn to effectively use sales techniques to maximise sales and increase revenues in the food and beverage departments.

*Qualities of a good sales person* – identifies what makes a good salesperson and addresses how attitude and behaviour can influence sales. Image and grooming are also discussed and the employee standards are covered.

*The guest journey session* deals with the various sales opportunities within food and beverage and throughout the hotel.

*Why to sell* uses actual figures on the guest average spend in each department and the effect that increasing sales has on the department's and hotel's revenues.

*Sales techniques* outlines the various sales methods (i.e. up selling, cross selling, promoting, suggestive selling) that can be implemented and used on a daily basis. Employees demonstrate the sales techniques via role-plays.

*Consolidation* occurs at the end of the day and the delegates are asked to demonstrate and explain what they have learnt through the use of a fun game.

A variety of training techniques will be used during the day. These will include discussions in the group, syndicate work, role plays and games, all of which are linked to the course material. The atmosphere will be relaxed and conducive to learning. Actual hotel menus, wine lists, drinks lists and financial statistics are used. A workbook will be issued at the start of the day with additional handouts distributed during the course.

In order to assist the line managers in ensuring that the skills gained during the training are taken back into the workplace, an action plan will be issued to each employee at the end of the day. They will be given a deadline by which to fill out the form, agree the planned improvements with their line manager/head of department and copy it onto the hotel training co-ordinator. Once the agreed improvements have been achieved, the line manager/head of department will sign off the form and it will be sent to our head office via the training co-ordinator. A certificate of achievement will then be issued to the employee.